

X 11/13/50

fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1950

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, NOVEMBER 10, 1950</u>			
Friday Nov. 10 12:00 Noon Luncheon	PREVIEW: 1951 CARS WITH COORDINATED FASHIONS Ford Motor Company will invite the fashion press to an advance preview of its 1951 line, designed with fashion significance for the American woman. Leading New York designers will present coordinated fashions for the new Ford colors and styles. Hats--Lilly Dache, Mr. John, John Fredericks, and Sally Victor. Costumes--Lilly Dache, Jane Derby, Pattullo-Jo Copeland, and Clare Potter. Shoes and Handbags--Palter De Liso and J. & J. Slater. Costume Jewelry--Trifari. Attendance by invitation. Fashion Publicity: Ellen Lind, LO. 4-7800. Ford Publicity: John Sattler, MU. 8-2000.	FORD MOTOR COMPANY	HOTEL ASTOR GREEN ROOM
Friday Nov. 10 1:00 P.M. Buffet Luncheon	ANNIVERSARY LUNCHEON FOR THE PRESS Horwitz & Duberman will invite the press to a buffet luncheon and champagne party in celebration of their twenty-fifth anniversary. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	HORWITZ & DUBERMAN	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Friday Nov. 10 3:00 P.M.	PREVIEW OF SPRING DRESSES AND SUITS Presentation by Howard Greer of his Spring collection of suits and dresses at a showing for the trade and press. Attendance by invitation only. Contact: Jane Synnott, 16 Sutton Place, N.Y., EL. 5-3171.	HOWARD GREER (LOS ANGELES)	HOTEL PLAZA WHITE & GOLD SUITE

Beginning Friday Nov. 10	SPRING OPENINGS OF FOGA The FOGA Collections will be shown as follows:	FASHION ORIGINATORS' GUILD OF AMERICA, INC.	INDIVIDUAL NEW YORK SHOWROOMS
	<u>Friday, Nov. 10</u> NATHAN-STRONG, INC.		DAVID LEVINE CO. PARNIS-LIVINGSTON, INC. HANNAH TROY, INC.
	<u>Monday, Nov. 13</u> PAUL PARNES CORP. RUDOLF GOWNS HERBERT SONDHEIM, INC.		<u>Wednesday, Nov. 15</u> LARRY L. ALDRICH CO., INC. NAT KAPLAN, INC. CHARLES LANG, INC. BEN REIG, INC. MARTIN SIMON, INC.
	<u>Tuesday, Nov. 14</u> HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CO. CAPRI FROCKS, INC. FRED GREENBERG DRESS CO. INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS, INC. Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.		<u>Thursday, Nov. 16</u> ELFREDA, INC. BEN J. GAM, INC. ED GERRICK, INC. ADELE SIMPSON, INC. FRANK STARR, INC.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, NOVEMBER 13, 1950</u>			
Monday Nov. 13 10:30 A.M.	CUSTOM FUR COLLECTION FOR FALL AND WINTER Press preview of Alfred Rainer's custom fur collection for Fall and Winter. Attendance by invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	ALFRED RAINER	17 EAST 55TH STREET SALON
Beginning Monday Nov. 13 10:30 A.M.; 4:00 P.M.	OPENING OF SPRING DRESS COLLECTION Sam Friedlander will present his Spring collection daily, at 10:30 A.M. and 4:00 P.M., through Nov. 24. Attendance by invitation only. Contact: Joanne Jaap, PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM-25TH FLOOR
Monday Nov. 13 2:30 P.M.	PREVIEW: ADVANCE SPRING DRESS COLLECTION The press will be invited to preview the Advance Spring collection of the International Dress Company. Attendance by invitation only. Daily trade showings, <u>beginning Tuesday, November 14, at 10:30 A.M. and 2:00 P.M.</u> Publicity: Viola Shefer, PL. 3-3173.	INTERNATIONAL DRESS CO.	1400 BROADWAY SHOWROOM-15TH FLOOR
Monday Nov. 13- Nov. 15 2:30 P.M.	SHOWINGS OF CUSTOM- ORDER COLLECTION Sydell-Marie-Yates will present their mid-Winter and early Spring collec- tion of custom suits, afternoon and cocktail dresses, evening gowns and bridal fashions, on November 13, 14, and 15 at 2:30 P.M. Attendance by invitation only. Contact: EL. 5-8729.	SYDELL-MARIE-YATES (666 FIFTH AVENUE)	HOTEL ASTOR MAIN BALLROOM
Monday Nov. 13 4:00 P.M.- 7:00 P.M. Cocktails	PATENT LEATHER COLORS AND COMBINATIONS Preview of patent leather fashions for Resort and Spring in shoes and accessories. New colors and combinations, presented for the first time by the Patent Leather Bureau as interpreted by leading designers and manu- facturers, and coordinated with the new fabrics in ready-to-wear. By invitation only. Publicity: Lucille Turner, LA. 4-1398.	PATENT LEATHER BUREAU	SHERRY NETHERLAND CHANTECLAIR ROOM
Monday Nov. 13 6:00 P.M.	"DESTINATION EVENING STAR" FASHION SHOW Presentation of after-five fashions by Gimbels. Press invited. Open to public. Publicity: Charline Sutton or Gay Stearns, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR "FASHION ROW"
Tuesday Nov. 14 9:30 A.M. Breakfast	PRESS PREVIEW OF SPRING COLLECTION Presentation of the Spring collection by Janice Milan. By invitation. Publicity: Barbara Fields, LO. 4-7940.	JANICE MILAN, INC.	498 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Tuesday Nov. 14 10:30 A.M.	PRESS PREVIEW OF DRESSES AND SUITS Presentation to the press of William Bass Dress Company's collection of Spring dresses; and Bass, Levine and Bass Company's collection of Spring suits. Attendance by invitation only. Publ.: Laura Benham, RE. 7-8230.	WILLIAM BASS DRESS CO.; BASS, LEVINE & BASS CO.	530 SEVENTH AVENUE SHOWROOM-22ND FLOOR
Beginning Tuesday Nov. 14 10:30 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION Carmel's Spring coat and suit collection will be shown daily at 10:30 A.M. and 2:30 P.M. Press invited. Contact: Larry Carmel, LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM-15TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 14 1:00 P.M. Luncheon	COORDINATED FASHIONS AT LUNCHEON SHOWING Presentation of Holiday and Resort fashions by specialty shops during luncheon. Bathing suits--Hilbrun, Inc. Suits and afternoon gowns--Saul Schwartz. "After-five" gowns--Harold Oberon. Hostess gowns--Belle-Amie, Men's robes--Di Tieri. Hats--Peggy Corck. Shoes--Albert Hartman. Hairstyles--Martin. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 7. Fashion Show Coordinator and Publicity: Rosalyn Bader, EL. 5-4263. Ritz Fashion Publ.: Marion Morrison, MU.8-3000.	SPECIALTY SHOPS	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday Nov. 14 1:00 P.M.; 4:00 P.M.	OPENING OF SPRING DRESS COLLECTION Zweig-Talmack will present the Spring dress collection, designed by Helen Clifford at 1:00 P.M. and 4:00 P.M., from Nov. 14 through Nov. 17; and daily thereafter at 1:00 P.M. only. Contact: BR. 9-1195.	ZWEIG-TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM-5TH FLOOR
Tuesday Nov. 14 2:00 P.M.	SPRING COLLECTION OF COATS AND SUITS Presentation of Bellociano coats and suits for Spring at 2:00 P.M. daily, beginning Tuesday, Nov. 14. Press invited. Contact: Harvey Stein, William Harvey & Co., Inc., LO. 3-6569.	DAVE BELLSEY CO.	512 SEVENTH AVENUE SHOWROOM-30TH FLOOR
Tuesday Nov. 14 2:30 P.M.	PRESENTATION OF SPRING COLLECTION Arnold & Fox will present the Spring collection of dresses for daytime, cocktail, and evening wear, designed by Miguel Dorian. Attendance by invitation. Trade Showing on Nov. 15 and Nov. 16 at 4:00 P.M.; continuous daily thereafter. Publicity: Pauline Greene, MU. 7-8297.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
Tuesday Nov. 14 2:30 P.M.	SIXTH ANNUAL BRIDAL CLINIC Annual clinic for bridal consultants, bridal dress buyers, trousseau buyers, publicity, display and merchandise managers. Tickets available by invitation, and only for Mademoiselle's tie-in stores across the country. Contact: Wilma Libman Bell, Promotion Director, MU. 3-8910.	MADemoISELLE	HOTEL BILTMORE GRAND BALLROOM
Tuesday Nov. 14 4:00 P.M. Tea	PREVIEW OF SPRING FASHIONS FOR JUNIORS Emily Wilkens, sponsored by Reich-Goldfarb, Inc., will present Spring fashions "For America's Juniors", at a preview for press and trade at the Park Lane Ballroom. Attendance by invitation only. Publicity for Emily Wilkens: Eleanor Lambert, MU. 8-2130. Contact: Reich-Goldfarb, WI.7-5374.	EMILY WILKENS (530 SEVENTH AVENUE)	PARK LANE HOTEL PARK LANE & 48TH ST.
Beginning Tuesday Nov. 14	JUNIOR RESORT AND SPRING COLLECTION Jerry Greenwald, Inc. will present a Resort and Spring collection of junior ensembles, designed by Lee Evans. Attendance by appointment. Contact: LO. 5-4850.	JERRY GREENWALD, INC.	1400 BROADWAY SHOWROOM-29TH FLOOR
Beginning Tuesday Nov. 14- Dec. 1	EXHIBIT OF HOSIERY AND PERIOD COSTUMES An exhibition of jeweled and lace hosiery styles from 1826 to 1950, with period costumes; also, new nylons designed by Willys of Hollywood for Sanson Mills. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 15 10:30 A.M.; 12:00 Noon	PRESS PREVIEW OF SPRING COLLECTIONS Sylvan Rich will present his day and evening collections of fashions for Spring. Martini Designed at 10:30; Diminutives, Inc. at 12:00 Noon. Attendance by invitation only. Trade showings at these same times daily. Publicity: Mildred Kaldor, MU. 9-5420.	MARTINI DESIGNED; DIMINUTIVES, INC.	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
Beginning Wednesday Nov. 15 10:30 A.M.	OPENING OF SPRING COAT & SUIT COLLECTION Presentation of the Spring coat and suit collection by Frank Gallant at 10:30 A.M. and 2:30 P.M. daily. Contact: Herbert Gallant, IA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM-5TH FLOOR
Wednesday Nov. 15- Nov. 17 10:30 A.M.	SPRING COLLECTION BY CEIL CHAPMAN Presentation of the Ceil Chapman Spring and Holiday Collections at daily showings, beginning Wed., Nov. 15 to Nov. 17 at 10:30 A.M. and 2:30 P.M.; Nov. 20, 21, 22, and 24 at 2:30 P.M.; and Nov. 27-Nov. 30 at 2:30 P.M. Publicity: Alto G. Schiffrine, LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Beginning Wednesday Nov. 15 10:30 A.M.	OPENING OF RESORT AND SPRING COLLECTION Young American Deb will present the Resort and Spring collection at 10:30 A.M. daily, beginning Wed., Nov. 15. Contact: Polly McCuiston, CH. 4-6030.	YOUNG AMERICAN DEB	530 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Wednesday Nov. 15 12:45 P.M. Luncheon	FASHION SHOW DURING LUNCHEON Opening of the Christmas Seal Drive with a showing of Winter fashions. Children's fashions to age 14--Georg Jensen. College fashions--Peck & Peck. Debutante and bridal gowns--Eulalie. Flowers--Kathryn Churchill. Press by invitation. Public by reservation; contact: Francois, TE.8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	SPECIALTY SHOPS FOR TUBERCULOSIS ASS'N	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 15 1:00 P.M. Luncheon	CUSTOM SUITS AT LUNCHEON SHOWING Presentation by Barrington, Ltd. of their custom collection of man-tailored suits, designed for women, by Nicholas Catenaro. Hats--Laddie Northridge. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Barrington Publicity: Clyde Matthews, JU. 2-4390. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BARRINGTON, LTD. (299 MADISON AVE.)	WALDORF-ASTORIA SEPT ROOM
Wednesday Nov. 15 3:00 P.M.	SPRING READY-TO- WEAR COLLECTION Elizabeth Arden will present her Spring ready-to-wear collection to the press. By invitation only. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON-2ND FLOOR
Wednesday Nov. 15 4:30 P.M. Cocktails	PRESS PREVIEW: SPRING BRIDAL FASHIONS Gertrude Hoffman of Oscar Abel, Inc., new national bridal center, will present Spring Bridal fashions from leading manufacturers. Bridal garters--Hortense Hewitt. Jewelry--Trifari. Flowers--Kathryn Churchill. Attendance by invitation only. Contact: Gertrude Hoffman, PE. 6-7972.	OSCAR ABEL, INC. (1441 BROADWAY)	HOTEL WARWICK MIRROR ROOM
Thursday Nov. 16 10:30 A.M.	OPENING OF SPRING DRESS COLLECTION Daily showings of the Spring collection, designed by Mildred Oreck, at 10:30 A.M. & 1:30 P.M. Publ.: Harvey Stein, LO. 3-6569.	ELFREDA	498 SEVENTH AVE. SHOWROOM-18TH FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Thursday Nov. 16 10:30 A.M.; 1:00 P.M.	OPENING OF SPRING COLLECTION BY TED SHORE Showings of the Spring afternoon, dinner and evening dress collection, designed by Ted Shore for Frank Starr, daily at 10:30 A.M. and 1:00 P.M. Contact: Marion Auley, LA. 4-7690.	FRANK STARR, INC.	530 SEVENTH AVENUE SHOWROOM-19TH FLOOR
Thursday Nov. 16 11:00 A.M.	SPRING HAT ROUNDTABLE FOR MAGAZINE EDITORS The magazine editors will be invited to a Spring millinery roundtable discussion with Helen Liebert. Attendance strictly by invitation. Publicity: Ruth Hammer Associates, EL. 5-7108.	HELEN LIEBERT	ATOP 19 WEST 57 ST. SALON
Thursday Nov. 16 1:00 P.M. Luncheon	HOLIDAY & WINTER SHOE FASHIONS Holiday and Winter shoe collection by J. & J. Slater during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext.176. Slater Publicity: Kathleen Low, PL. 9-4805. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	J. & J. SLATER	HOTEL PLAZA PERSIAN ROOM
Thursday Nov. 16 2:30 P.M.	PRESS PREVIEW: SPRING READY-TO-WEAR COLLECTION The press will be invited to a preview of the Spring ready-to-wear collec- tion of Sophie Originals. Attendance by invitation only. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	SOPHIE ORIGINALS	SAKS FIFTH AVENUE SALON MODERNE-3RD FL.
Thursday Nov. 16 2:30 P.M.	PRESS PREVIEW OF SPRING FASHIONS Icove & Rubinzahl will present Donald Norris Originals for Spring. By invitation. Contact: PE. 6-1953. Publicity: Frances Healy, PL. 7-5809.	DONALD NORRIS (ICOVE & RUBINZAHN)	HOTEL PIERRE COTILLION ROOM
Thursday Nov. 16 4:00 P.M. Cocktails	N.Y. PRESS SHOWING BY WASHINGTON DESIGNER Mme. Louise Bruné will present the first N.Y. showing of her Resort and Travel collection, including nine-way interchangeable daytime and evening suits. Jewelry--Vogue. Attendance by invitation only. Publicity: Mollie Appleby Baldwin, PL. 5-2500.	MME. LOUISE BRUNÉ	SHERRY'S, 300 PARK MIRROR ROOM
Thursday Nov. 16 4:00 P.M. Cocktails	PRESS SHOWING OF SPRING COLLECTION Presentation to the press of the new Spring collection of better women's dresses. By invitation only. Trade showings, beginning <u>Wed. Nov. 15 at</u> <u>10:00 A.M. and 4:00 P.M. daily.</u> Publicity: Claire A. Wolff, LO. 4-7230.	BRIGANTI, INC.	31 WEST 47TH STREET SHOWROOM-9TH FLOOR
Thursday Nov. 16 7:30 P.M.	FASHION PUBLICITY WORKSHOP COURSE Eighth Session: "Reaching The Woman In Her Home"--the ways and means of publicizing home furnishings. Speakers: Catherine Blondin, Catherine Blondin Assoc.; Joan Gahan, special editor, N.Y. World-Telegram & Sun. Director: Ellen Lind. Contact: Promotions, MU. 8-1837.	PROMOTIONS	HOTEL DELMONICO PARK AVE. & 59TH ST.
Friday Nov. 17 10:00 A.M. And 12:30 P.M.	PRESENTATION OF DAY AND EVENING ORIGINALS "Clothes Without Season"--Phillippa MacDonald will present a collection of her daytime and evening originals at a 10:00 A.M. breakfast showing and a 12:30 P.M. luncheon showing. By invitation. Contact: PL. 5-8372.	PHILLIPPA MACDONALD	19 WEST 57TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Nov. 20- Nov. 22 10:30 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION Presentation of Spring coats and suits by Monte-Sano & Pruzan, at 10:30 A.M. on Monday, Nov. 20; Tuesday, Nov. 21; and Wednesday, Nov. 22. By appointment only. Contact: LU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM
Monday Nov. 20 12:30 P.M. Luncheon	CUSTOM COLLECTION AT BENEFIT SHOWING Presentation of mid-Winter and early Spring collection of custom-order suits, afternoon and cocktail dresses, evening gowns and bridal fashions, at a benefit luncheon for the Mizrahi Women's Organization of America. Show at 1:45 P.M. Attendance by invitation only. Contact: EL. 5-8729.	SYDELL-MARIE-YATES	WALDORF-ASTORIA GRAND BALLROOM
Monday Nov. 20 1:00 P.M. Luncheon	HOLIDAY FASHIONS AT LUNCHEON SHOW Fashions for Holiday wear by Rosette Pennington during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Commentator and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ROSETTE PENNINGTON (20 EAST 56TH STREET)	HOTEL PLAZA PERSIAN ROOM
Monday Nov. 20- Nov. 21 2:30 P.M.	OPENING OF SPRING COLLECTION Presentation of Pauline Trigere's Spring collection, Monday, Nov. 20, at 2:30 P.M.; and Tuesday, Nov. 21, at 2:30 P.M. Attendance by invitation only. Contact: Cecille Gordon, PL. 3-6778.	TRIGERE, INC.	29 WEST 57TH STREET
Monday Nov. 20 3:30 P.M.	PRESS SHOWING OF RESORT FASHIONS Lord & Taylor's Resort fashions will be previewed for the press. Attendance by invitation only. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	5TH FLOOR BIRD CAGE
Monday Nov. 20 5:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION Press preview of Pauline Trigere's Spring collection at 5:00 P.M. Attendance by invitation only. Publicity: Cecille Gordon, PL. 3-6778.	TRIGERE, INC.	29 WEST 57TH STREET

Beginning Monday Nov. 20	SPRING MILLINERY OPENINGS The members of the Millinery Creators Guild will present Spring hats in their individual showrooms: Harryson Hats, 711 Fifth Avenue, PL. 3-6663. Dave Herstein, 711 Fifth Avenue, PL. 3-5145 G. Howard Hodge, 1 W. 39th Street, LO. 4-0430. Edgar J. Lorie, 711 Fifth Avenue, EL. 5-4330. Milgrim Hats, 6 West 57th Street, CI. 7-1980. Germaine Montabert, 711 Fifth Avenue, PL. 3-2170. Jeanne Tete, 20 West 57th Street, CI. 5-5892. Vogue Hats-Garfunkel Makers, 20 W. 57th Street, CI. 5-5892. Publicity: Ruth Weintraub, JU. 6-4074.	MILLINERY CREATORS GUILD	INDIVIDUAL NEW YORK SHOWROOMS
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Tuesday Nov. 21 9:00 A.M. Coffee	PRESS PREVIEW OF FORMFIT SPRING LINE Miss Jewel Ungar of the Formfit Company will interpret the silhouette trends for Spring in corsets and bras. Attendance by invitation. Publicity: Nona James, CH. 4-7658.	FORMFIT CO., INC.	358 FIFTH AVENUE SHOWROOM-6TH FLOOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 21 10:00 A.M. Coffee	PRESS PREVIEW OF FOUNDATION GARMENTS Jantzen will present advance Spring bras and foundations at a showing for the press. Attendance by invitation only. Publicity: Rosamond Eddy of Botsford, Constantine & Gardner, BR. 9-4845.	JANTZEN KNITTING MILLS	SHERRY NETHERLAND CHANTECLAIR ROOM
Tuesday Nov. 21 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Presentation of Winter fur fashions by Harra at luncheon show. Press by invitation. Public by reservation; contact: Louis, PL. 3-0200. Sherry's Fashion Director: Rosamund Hanscom, PL. 3-0200.	S. HARRA FUR CO. (15 WEST 57TH ST.)	SHERRY'S, 300 PARK SHERRY ROOM
Tuesday Nov. 21 3:30 P.M. Cocktails	PREVIEW OF FLEKEES FOUNDATION GARMENTS Presentation of Flexees foundation garments for Spring, 1951, at a cocktail party for press. Showing promptly at 4:00 P.M. Attendance by invitation only. Publicity: Sandra Kahn, MU. 9-2100.	ARTISTIC FOUNDATIONS	417 FIFTH AVENUE SHOWROOM-6TH FLOOR
Nov. 23	THANKSGIVING DAY (Thursday).		
Friday Nov. 24 3:00 P.M.	HOLIDAY FASHIONS FOR YOUNG NEW YORKERS Showing of Holiday fashions for young New Yorkers at Lord & Taylor. Press invited. Open to public. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	6TH FLOOR - YOUNG NEW YORKER SHOP
Monday Nov. 27 10:00 A.M. Press Preview-- Dress Rehearsal; 2:00 P.M. Trade Show	ANNUAL POPULAR PRICE SHOE SHOW Sponsored jointly by the National Association of Shoe Chain Stores and the New England Shoe and Leather Association, the Popular Price Shoe Show of America will present a retailers' preview of shoe fashion highlights for Spring and Summer 1951. (Over 600 displays will be shown both at the New Yorker and McAlpin Hotels during entire week. Co-Managers: Edward Atkins and Maxwell Field). Press preview and formal dress rehearsal at 10:00 A.M. The trade show will be in two parts: First part--women's shoes, at 2:00 P.M. Second--men's and children's shoes, at 2:50 P.M. Separate tickets will be issued. For tickets to retailers' show, contact: Edward Atkins, 51 East 42nd Street, MU. 2-8704. Press by invitation only. Contact: Ruth Hammer Associates, Inc., EL. 5-7108.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER GRAND BALLROOM
Tuesday Nov. 28 1:00 P.M. Luncheon	CUSTOM COLLECTION OF WINTER SUITS Barrington, Ltd. will present a custom collection of man-tailored suits for women, designed by Nicholas Catenaro. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 7. Barrington Publicity: Clyde Matthews, JU. 2-4390. Ritz Publicity: Marion Morrison, MU. 8-3000.	BARRINGTON, LTD. (299 MADISON AVE.)	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday Nov. 28 8:00 P.M. Reception	BRIDAL GOWNS AND WEDDING ETIQUETTE The Tailored Woman will show "The Perfect Wedding", with Barbara Barrie, director of the bridal salon, demonstrating correct wedding etiquette, illustrated by three wedding ceremonies. The showing will be followed by a reception for the press and prospective brides. Commentator: Alexandra Potts, Merchandising Counsel, Modern Bride Magazine. Attendance by invitation only. Publicity: Mollie Appleby Baldwin, PL. 5-2500.	THE TAILORED WOMAN	SHERRY'S, 300 PARK SHERRY ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 29 9:30 A.M. Breakfast; Coffee	PRESS PREVIEW OF "JR. PLENTY" DEPT. Press showing of Holiday fashions in a new size range from Lane Bryant's new Jr. Plenty Department. Attendance by invitation only. Publicity: Paula Miller, LE. 2-0200, Ext. 340.	LANE BRYANT, INC.	465 FIFTH AVENUE JR. PLENTY DEPT.
Wednesday Nov. 29 12:45 P.M. Luncheon	CRUISE FASHIONS AT LUNCHEON SHOW "Fashion Prophecy"--Carolyn Schnurer will present Cruise fashions during luncheon. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Schnurer Publicity: Lee Walker, CH. 4-4587. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	CAROLYN SCHNURER	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 29 1:00 P.M. Luncheon	RESORT FASHIONS AT LUNCHEON SHOW Presentation by Russeks of Resort fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Wednesday Nov. 29 1:00 P.M. Luncheon	PARIS-DESIGNED FASHIONS AT BENEFIT LUNCHEON Showing of Paris-designed Holiday fashions by Callot Soeurs at a benefit luncheon for the Goddard Neighborhood Center. Hats--Ten Eyck. Jewels--Cartier. Press by invitation. Public by reservation; contact: Louis, PL. 3-0200. Callot Soeurs Publicity: Mary Marsh, PL. 7-5810. Sherry's Fashion Director and Publicity: Rosamund Hanscom, PL. 3-0200.	CALLOT SOEURS	SHERRY'S, 300 PARK SHERRY ROOM
Thursday Nov. 30 12:15 P.M. Luncheon	MEMBERS' MONTHLY LUNCHEON MEETING "Fashion From Three Vantage Points". "Readers Are Customers--Gearing Fashion News To A Special Audience". Speakers: Helen Valentine, "Charm"; Fleur Cowles, "Flair"; Sally Kirkland, "Life". Chairman: Eleanor W. Howard. Price (including tax and tip): \$3.75 for members. \$4.00 for guests. Contact: The Fashion Group, Inc., CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday Nov. 30 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOWING Baroness Radvanszky and Kathleen will present a Resort collection of millinery and costumes. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Radvanszky Publicity: Maud G. Moody, LE. 2-4049. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	BARONESS RADVANSZKY; KATHLEEN, INC.	HOTEL PLAZA PERSIAN ROOM
Thursday Nov. 30 9:00 P.M.	BENEFIT PARTY FOR COSTUME INSTITUTE A gala party, ball and entertainment, under the sponsorship of 25 different branches of the fashion industry, will be given for the benefit of The Costume Institute of the Metropolitan Museum of Art. Chairman of Executive Committee: Dorothy Shaver. Co-chairmen of Arrangements Committee: Eleanor Lambert, Richard Koret, Lloyd Weill. Reservations: \$50.00 each. Contact: Mrs. Dorothy Cushman, Costume Institute of Metropolitan Museum, 5th Ave. & 82nd St., TR. 9-5500, Ext. 492.	SPONSORED BY FASHION INDUSTRIES	HOTEL PLAZA GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Dec. 4 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF NEW BRASSIERE FASHIONS "Dreamatics"--preview of style innovations for 1951 by Maidenform at a fashion show and cocktail party for the press and trade. Maidenform brassieres will be shown with the new Spring fashions for which they have been designed. Settings: Tom Lee. Showing promptly at 5:30 P.M. Attendance by invitation only. Co-commentators and Fashion Show Directors: Kay Daly and Beth Fagenstrom. Publicity: Harriet Hatch, William H. Weintraub & Co., Inc., MU. 8-3901.	MAIDEN FORM BRASSIERE CO.	HOTEL PIERRE GRAND BALLROOM
Dec. 4	SPRING CORSET WEEK. Contact: Jed Sylbert, MU. 3-1593.		
Tuesday Dec. 5 10:30 A.M.	"FACE THE FIGURES" FOUNDATION SHOW The Warner Brothers Co. will present its annual showing of foundation fashions--"Face The Figures", supervised and commented by Anne Ketcham, Warner's Publicity Director. Admission by ticket only. Publicity: Anne Ketcham, 200 Madison Avenue, MU. 3-1194.	THE WARNER BROTHERS CO. (BRIDGEPORT, CONN.)	HOTEL ASTOR GRAND BALLROOM
Wednesday Dec. 6 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING The Cosmetics Division of The Fashion Group will hold a luncheon meeting. More details later. Price (including tax and tip): \$4.00 for members; \$4.50 for guests (two per member). Chairman: Beatrice Castle. Contact: The Fashion Group, Inc., CI. 7-3940. Publ.: Ruth Hammer Assoc., EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Wednesday Dec. 6 6:00 P.M. Cocktails	SPECIAL SHOWING OF "COCKTAIL HOUR" HATS A special Holiday collection of "Cocktail Hour" hats, designed by John Frederics, inspired by "Cocktails That Go To Your Head" will be presented by John Frederics and Julius Wile Sons & Company, importers of wines and spirits. Attendance by invitation only. Publicity: Virginia Dickson, PL. 9-7979; or Lily Davis, PL. 3-1010.	JOHN FREDERICS; JULIUS WILE SONS & CO.	JOHN FREDERICS 29 WEST 48TH STREET
Thursday Dec. 7 12:30 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW The Millinery Designers' League will present advance Spring hats at their semi-annual luncheon show. Price of tickets will be announced later. Publicity: Maud G. Moody, LE. 2-4049.	MILLINERY DESIGNERS' LEAGUE	WALDORF-ASTORIA WEDGWOOD ROOM
Wednesday Dec. 13 12:15 P.M. Luncheon	READY-TO-WEAR DIVISION LUNCHEON MEETING The Ready-To-Wear Division of The Fashion Group will hold a luncheon meeting. More details later. Price (including tax and tip): \$4.00 for members; \$4.50 for guests (two per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Wednesday Dec. 13 1:00 P.M. Luncheon	RESORT DRESSES AND SUITS AT LUNCHEON Luncheon showing of William Bass Dress Company's collection of Resort dresses; and Bass, Levine and Bass Company's collection of Resort suits. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. William Bass and Bass, Levine & Bass Publicity: Laura Benham, RE. 7-8230. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	WILLIAM BASS DRESS CO.: BASS, LEVINE & BASS CO.	WALDORF-ASTORIA SERT ROOM

MOVIES...MUSIC...THEATRE

Week Of Nov. 13 SECOND WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST.
 Program: Mon. Eve., Nov. 13: Wagner's THE FLYING DUTCHMAN; Tues. Eve., Nov. 14: Verdi's DON CARLO; Wed. Eve., Nov. 15: Verdi's LA TRAVIATA; Thurs. Eve., Nov. 16: Verdi's DON CARLO; Fri. Eve., Nov. 17: Mozart's DON GIOVANNI; Sat. Mat., Nov. 18: Puccini's MANON LESCAUT; Sat. Eve., Nov. 18: Wagner's THE FLYING DUTCHMAN; Sun. Eve., Nov. 19: Verdi's LA TRAVIATA. Publicity: Margaret Carson, PE. 6-1200.

Monday Nov. 13 PREMIERE: "LAST HOLIDAY" (Movie) PARIS THEATRE, 4 WEST 58TH STREET
 An English film, released by Stratford Pictures, starring Alec Guinness, based on a story by J.B. Priestley about a man stricken with a fatal malady who takes a last holiday and does everything he ever wished. Director: Henry Cass. Publicity: Lillian Gerard, PL. 5-3760.

Monday *Nov. 20 8:15 P.M. "NIGHT OF STARS" MADISON SQUARE GARDEN, 8TH AVE. & 50TH ST.
 The seventeenth annual "Night of Stars" show, for the benefit of the United Jewish Appeal, will feature stars of stage, screen, radio, television, and opera. Tickets: \$1.20-\$24.00. Publ.: David Lipsky, CH. 4-5185.

Tuesday Nov. 14 OPENING: "BELL, BOOK AND CANDLE" BARRYMORE THEATRE, 243 W. 47TH ST.
 Irene Mayer Selznick will present John van Druten's new comedy, starring Rex Harrison and Lilli Palmer. Director: John van Druten. Scenery and Lighting: George Jenkins. Costumes: Valentina and Anna Hill Johnstone. Publicity: Ben Kornswieg, LU. 2-3368.

Wednesday Nov. 15 PREMIERE: "CYRANO DE BERGERAC" (Movie) BIJOU THEATRE, 209 WEST 45TH ST.
 Stanley Kramer Productions, released through United Artists, presents Jose Ferrer in Edmond Rostand's story of a courageous and educated man, whose outsize nose is the key to his character. Co-stars Mala Powers. Producer: Stanley Kramer. Director: Michel Gordon. Wardrobe: Joe King, Dorothy Jenkins, Ann Peck. Publicity: Tess Michaels, CI. 5-6000.

Friday Nov. 17 OPENING: "A STORY FOR A SUNDAY EVENING", PLAYHOUSE THEATRE, 137 W. 48TH ST.
 Trio Productions and Milo Thomas will present Paul Crabtree's comedy, starring Paul Crabtree, Cloris Leachman, Nan Martin and Henry Jones. Director: Paul Crabtree. Scenery and Lighting: Theodore Cooper. Costumes: Patricia Montgomery. Publicity: Saul Richman, MU. 8-1770.

Tuesday Nov. 21 OPENING: "THE RELAPSE" MOROSCO THEATRE, 217 WEST 45TH ST.
 The Theatre Guild will present the rowdy Restoration comedy by John Vanbrugh. Stars: Cyril Ritchard, Madge Elliot and John Emery. Director: Cyril Ritchard. Scenery, Lighting and Costumes: Robert O'Hearn. Publicity: Richard Maney, WI. 7-6939.

Wednesday Nov. 22 OPENING: "PRIDE'S CROSSING" BILTMORE THEATRE, 261 WEST 47TH ST.
 T. Edward Hambleton will present Victor Wolfson's play, starring Mildred Dunnock. Director: Philip Barry, Jr. Scenery: Ralph Alswang. Publicity: Bill Doll, JU. 2-4976.

Friday Nov. 24 OPENING: "GUYS AND DOLLS" FORTY-SIXTH ST. THEATRE, 226 WEST 46TH ST.
 Cy Feuer and Ernest H. Martin will present a musical fable of Broadway, based on characters and incidents from the writings of Damon Runyon. Stars: Robert Alda, Vivian Blaine, Sam Levene, Isabel Bigley, Pat Rooney, Sr. Director: George S. Kaufman. Book: Jo Swerling and Abe Burrows. Music and Lyrics: Frank Loesser. Dances: Michael Kidd. Settings and Lighting: Jo Mielziner. Costumes: Alvin Colt. Publ.: Karl Bernstein, CI. 6-0427.

*Out of Date Order.